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INDEX BY SUBJECT

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Battling Industry Critics, *Warren Levy, Legislative Letter, June 1986, p. 126.*

Claims Investigations—Are They Going Out of Style?, *Fredric H. Martin, June 1986, p. 105.* Are we being "penny wise and pound foolish" when we reduce claims investigative costs at a time when combined loss ratios are climbing? This article suggests we might better invest money in claims investigations in order to protect "the bottom line."

In Pursuit of the Excellent File: The Claims Audit, *Ian McDougall, J.D., CPCU, December 1986, p. 241.* This article suggests the growing need for an audit program that monitors the quality of an adjuster's work. It discusses the advantages and drawbacks of an audit, but it strongly stresses a positive approach. Specific suggestions are given for developing an audit program.

Interpretation of Business Insurance Contracts, *Paul E. B. Glad, J.D., June 1986, p. 110.* In situations where the insured is a large commercial firm, represented by competent counsel or by a professional risk manager, the traditional "contract of adhesion" rule does not always apply. This carefully researched article cites cases relevant to this situation.

Punitive Damage Avoidance, *David Daar, J.D., March 1986, p. 47.* Means by which insurance company claims departments can avoid punitive damage actions which allege lack of good faith settlement are discussed in this article.

Recovery from the Barneveld Tornado, *Dan Anderson, Ph.D., CPCU, and Roger A. Formisano, Ph.D., with Pamela Queoff, John Ewert and Mark Johnson, June 1986, p. 82.* This study details the financial recovery of Barneveld, Wisconsin, after that small community nearly was destroyed by a tornado in 1984. Considered are the effectiveness of the insurance coverage, the ability of Barneveld residents to obtain loans from the Small Business Administration.

Status of the Seat Belt Defense, *Robert J. Prahl, CPCU, June 1986, p. 98.* This article examines the current status of the seat belt defense and its possible application to bodily injury claim handling.

The Saturated Market and the Frivolous Suit, *Ronald X. Groeber, MBA, J.D., Opinion, June 1986, p. 77.*

■ Coverage

Directors and Officers Liability Insurance and the Business Judgment Rule, *The Dallas Chapter, Society of CPCU, March 1986, p. 28.* This paper is the 1985 research effort of the Dallas Chapter. It presents a thorough analysis of the present situation as regards Directors and Officers Liability Insurance.

Environmental Impairment Insurance and the Regulation of Chemical Pollution, *Martin T. Katzman, Ph.D., September 1986, p. 163.* This CPCU-Harry J. Loman Foundation research paper provides an excellent overview of the current situation in regard to liability insurance for chemical pollution.

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Judicial Liberties with Policy Provisions, *John D. Long, D.B.A., CPCU, CLU, September 1986, p. 138.* A distinguished professor of insurance concludes that it is the tendency of the courts "to find coverage," to cover the loss irrespective of policy provisions, that poses the greatest long-range threat to property/liability insurance.

Product Development for the Mid-Sized Commercial Risk, *Herbert W. Hoell, CPCU, March 1986, p. 21.* This article describes the process by which a new insurance product is designed, tested and marketed.

The Broadcaster and Insurance *Paul Richard, CPCU, March 1986, p. 15.* Insurance for the broadcast (radio and television) industry is the subject of this article. Risk management and the types of coverage needed are discussed.

The London Market's New Marine Insurance Policies, *David G. Condon, J.D., CPCU, March 1986, p. 42.* This paper discusses the new Marine Insurance Clauses promulgated by the Institute of London Underwriters and how they compare to the older forms used by both English and American marine insurers.

■ Financial

Does Workable Competition Exist in the Property/Casualty Industry?, *Mark Jablonowski, CPCU, December 1986, p. 248.* In a short article that seems highly readable, an economist looks at the causes and results of the insurance "underwriting cycle." The conclusion is that workable competition did exist in the industry but that there may be some doubt about the future.

ESOP and the Insurance Agency, *E. J. Leverett Jr., D.B.A., CPCU, CLU and James S. Trieschmann, D.B.A., CPCU, CLU, September 1986, p. 180.* This article discusses the many advantages (and the few disadvantages) in using an Employee Stock Ownership Plan (ESOP) in an insurance agency.

Hard Lessons from the Soft Market, *Robert J. Vairo, CPCU, View from the Top, March 1986, p. 5.*

■ Insurance Education

Insurance Education—A Reply, *Dick Pearson, Opinion, March 1986, p. 13.*

Written Communication Tasks and Competencies in Insurance, *Elizabeth Ann Lariviere, Ph.D., September 1986, p. 174.* A professor of business communications studied written communications in insurance, and lists those items of communication of most importance. The article should be of help to those in company educational departments who are charged with the responsibility of improving written communications.

■ Judicial

Civil Justice Reform, *Paul Steiner, CPCU View From the Top, June 1986, p. 68.*

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Tort Reform PLUS Insurance Reform, *Edward J. Noha, View From the Top, December 1986, p. 196.*

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Is the ERISA Exclusion Necessary with the Commercial Umbrella Policy? *Pete Ligeros, J.D. and Don Malecki, CPCU, Opinion, December 1986, p. 203.*

Liability Exposure and the Claims-Made Concept, *Victor D. Lincoln, CPCU, December 1986, p. 224.* An interesting discussion of the liability insurance history leading to the claims-made policy is contained in this well written paper.

Status of the Seat Belt Defense, *Robert J. Prahl, CPCU, June 1986, p. 98.* This article examines the current status of the seat belt defense and its possible application to bodily injury claim handling.

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The Role of Women in Insurance *Dick Pearson, Opinion, June 1986, p. 74.*

Tort Reform and Insurance: A Tale of Two Crises, *John H. Bretherick Jr., View From the Top, September 1986, p. 132.*

■ Marketing

A Marketing Comparison of Independent Agency and Direct Writer Insurers, *David A. Cather, Ph.D., September 1986, p. 151.* While the portion of the property-liability insurance market controlled by direct writer insurers has grown steadily in recent decades, the market share held by independent agency insurers has declined. This paper examines the shift in insurance market share, and describes how insurers have altered their marketing strategies in response to these market changes. To investigate whether the change in market share has affected insurer profitability, the rates of return earned by insurers using different marketing methods also are examined.

Covenants Not to Compete, *E. J. Leverett Jr., Ph.D., CPCU, CLU, Peter J. Shedd, J.D. and James S. Trieschmann, Ph.D., CPCU, CLU, December 1986, p. 234.* When an agency is sold, it is frequently the case that an agreement is signed that limits the rights of the seller to compete with the buyer of the agency. These covenants not to compete have serious tax and legal implications and these are discussed in this paper.

ESOP and the Insurance Agency, *E. J. Leverett Jr., D.B.A., CPCU, CLU and James S. Trieschmann, D.B.A., CPCU, CLU, September 1986, p. 180.* This article discusses the many advantages (and the few disadvantages) in using an Employee Stock Ownership Plan (ESOP) in an insurance agency.

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Marketing Strategy to Cover Fixed Expenses of the Property/Casualty Agency, *Harvey W. Rubin, Ph.D., CPCU, CLU, June 1986, p. 123.* There has been much discussion at industry meetings and in the literature concerning the need for the agency to reduce expenses. Very little, if any, attention has been given to a positive way to cover the major portion, if not all, of the agency's fixed expenses by commissions generated through designing an effective and efficient marketing strategy. Documentation for this strategy is provided through a study of marketing views of a select group of major property and casualty producers.

Opportunity Knocks! Can Anyone Hear? *Bruce Williams, CPCU, CLU, ChFC, ARM, Opinion, March 1986, p. 10.*

Our Opportunity, *Numan A. Williams, Ph.D., CPCU, CLU, Editorial, September 1986, p. 131.*

Product Development for the Mid-Sized Commercial Risk, *Herbert W. Hoell, CPCU, March 1986, p. 21.* This article describes the process by which a new insurance product is designed, tested and marketed.

The Effective Submission, *Dallas CPCU Chapter, December 1986, p. 210.* In a tight market especially, it is essential that the agent/producer provide the underwriter with complete information, well before the renewal date, if the business is to be written. This study, based on a survey of many insurance companies, tells agents/producers what underwriters want on a submission and when the underwriters want it.

■ Property Insurance

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Keeping the Workers' Compensation Franchise, *John C. Richman, CPCU, June 1986, p. 115.* This article explores various aspects of the franchise awarded to private insurers to write Workers' Compensation insurance. It reviews a number of troublesome areas where dissatisfaction or non-performance endangers that franchise and suggests places where remedial action can be taken.

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